

# Interning at Madison Square Garden

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Category: Internship  
Mentor: Kevin Richards  
Major: Marketing

## What motivated me to select the Internship

### Project Category

- I was motivated by the internship project category because I had yet to intern anywhere and knew an internship would be the best way to gain a better understanding of what I wanted to do within the field of Marketing
- Through an internship I knew I would be able to develop both personally and professionally with the help of exposure to real-work experiences
- I applied to The Madison Square Garden Company because I grew up in New York and have a love for entertainment, therefore am leaning toward a career in the music and entertainment industry

### Favorite part of my experience

- My absolute favorite part of my experience as an intern at Madison Square Garden was feeling like I was contributing to the production and promotion of live entertainment events hosted at the venue
- As someone who appreciates live entertainment to a great extent, it was rewarding to play a role behind the experiences that people expect to receive when attending an event at The World's Most Famous Arena
- Highlights of my internship aside from day-to-day work contribution included:
  - Tour of The Garden including the Knicks' and Rangers' locker rooms, Private Suites, and backstage areas
  - Tour of Radio City Music Hall; being able to see the Roxy Suite and meeting and speaking with a Rockette
  - Receiving exclusive offers to events – John Mayer, Championship Boxing: GGG vs. Steve Rolls, and Khalid

### Project Description

- Intern at The Madison Square Garden Company in New York City during Summer 2019
- Student Associate for the Integrated Media Planning team within the company's Marketing Department
- Exposed to numerous strategies across several social media platforms used to create and place advertisements for all MSG brands
- Immersed in the company's Student Associate intern program which provided interns with networking opportunities
  - Executive Speaker Series, in-venue activities, and workshops designed to enhance our experience such as networking, resume building, elevator pitches, etc.



### What I learned

- Experience what it was like to work in a corporate office and understand how a massive organization like the Madison Square Garden Company operates in the industry
- Realized how my role as an intern was integrated into my team and plays into the bigger picture of the company
- In my specific role of Media Planning I learned how to create and place advertisements across various owned and paid social platforms
- Became skilled at several back-end technology softwares to produce reports, develop spreadsheets and calculate metrics on the campaigns my team ran for every MSG Brand including Knicks, Rangers, Rockettes, Family Shows, and Concerts & Bookings

### What was transformational about my project

- This experience was transformational because I was able to realize that I am more capable than I believed myself to be
- Before this experience I often found myself doubting my abilities
- When assigned a task I sought clarification to avoid doing the work wrong even when I was almost certain of the task objective
  - I was afraid of being wrong
  - Learned to go with my gut and if a mistake is made along the way to move forward and make the necessary adjustments
- My team was able to assure me of my abilities which helped me discover my underlying confidence
- Practiced productivity and developed technical skills that will help me in any future career
- Learned the importance of efficient communication within a team
- One challenge that I encountered was I found it was hard for my team to let go of control and trust me with tasks at the beginning
  - I had to work harder to demonstrate curiosity and readiness to perform in order to prove to them I was there to contribute to their goals and success

